

Message Text

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63

ACTION EB-07

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FM AMEMBASSY BOGOTA

TO USDOC WASHDC

INFO SECSTATE WASHDC 8216

AMEMBASSY CARACAS

AMEMBASSY BRASILIA

AMEMBASSY PORTO ALEGRE

AMEMBASSY RIO DE JANEIRO

UNCLAS BOGOTA 3615

FOR BIC/OIM/SAD

EO 11652: NA

TAGS: BEXP, CO

SUBJ: ROCKY MOUNTAIN IOGA TRADE MISSION - BOGOTA REPORT

1. SUMMARY. MISSION DEPARTED APRIL 16 ON SCHEDULE, AFTER A BUSY TWO DAYS WITH OVER HUNDRED APPOINTMENTS. MEMBERS WERE PLEASED WITH APPOINTMENTS, RESULTS, ACCOMMODATIONS, AND EMBASSY PREPARATIONS. THEY WERE ESPECIALLY PLEASED WITH OPPORTUNITY TO SO THOROUGHLY EXPLORE THE COLOMBIAN MARKET IN SO SHORT A TIME. INDIVIDUAL COMMENTS FOLLOW:

2. MISSION DIRECTOR JACK SCOTT WAS PLEASED WITH THE FULL APPOINTMENT SCHEDULES AND SMOOTH RUNNING OPERATION OF THE MISSION. HE ALSO ASSISTED FEFFER. AND MADE AWEDNESDAY MORNING PLANT TRIP TO CONCLUDE A \$20,000 SALE OF ELECTRONICS EQUIPMENT.

3. ROBERT FEFFER, FEFFER SEED & DELINTING COMPANY, PLANS RETURN TRIP IN JUNE-JULY REGARDING POSSIBLE UNCLASSIFIED

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ESTABLISHMENT OF A \$250,000 COTTON SEED PROCESSING PLANT.

HE ALREADY HAS EX-IM BANK COMMITMENT. HE OBTAINED FIVE GOOD TRADE LEADS AND WILL PROBABLY APPOINT A DISTRIBUTOR HERE SHORTLY.

4. JOHN POWER, DEKALB AG RESERACH, CAME TO COLOMBIA PRIMARILY TO INVESTIGATE THE MARKET, ESPECIALLY FOR DEKALB CENTER PIVOT SYSTEM IS TOO EXPENSIVE AND SOPHISTICATED FOR THE COLOMBIAN MARKET, THUS CONFIRMING HIS PLANS TO CONCENTRATE ON OTHER LATIN AMERICAN MARKETS HE DESCRIBED STOP HERE AS EDUCATIONAL AND NECESSARY HOWEVER, AND KEPT THE BUSIEST SCHEDULE OF ANY MEMBER.

5. WAYNE ARANT, RAINBOW MFG. CO., FOUND VARYING OPPORTUNITIES FOR HIS PRODUCTS. HIS IRRIGATION PUMPING UNITS AND SPRINKLERS WILL SELL WELL, ESPECIALLY THE BIGGER SIZES, BUT TUBING AND SOME OTHER LINES ARE ALREADY LOCALLY MANUFACTURED. HE OBTAINED FIVE GOOD TRADE LEADS, AND EXPECTS 12-MONTH SALES OF \$100,000 HE HAS SOME GOOD PROSPECTS FOR DEALERS, AND FORESEES A POSSIBLE JOINT VENTURE FOR COUPLER PRODUCTION.

6. ARTHUR WHITE AND HAROLD MEAD, WALSH MFG. CO., FOUND THE COLOMBIAN MARKET BETTER THAN EXPECTED. THEY FOUND A GOOD MARKET, AT LEAST SMALL-SCALE, FOR THEIR SPAYERS, AND THEY EXPECT TO APPOINT A DISTRIBUTOR. THEY FOUND LESS INTEREST IN THEIR HARVESTING KNIVES AND CUTTERS, BUT WILL INVESTIGATE THE POSSIBILITY OF SELLING KNIVES AS ATTACHMENTS DIRECTLY TO COLOMBIAN MANUFACTURERS OF FARM MACHINERY.

7. MICHAEL SHESTKO, EMPIRE MACHINERY CO., HAD HIS SUSPICIONS CONFIRMED THAT THE COLOMBIAN MARKET FOR USED MACHINERY IS VERY LIMITED. NONETHELESS HE MADE TWO GOOD TRADE LEADS AND EXPECTS SALES WITHIN 12 MONTHS OF \$50,000.

8. COMMENT. EMBASSY FEELS THAT MISSION WAS A SUCCESS, THOUGH NATURALLY WE REGRET CANCELLATION OF BURKE AND ESPECIALLY OF PARKER, WHO HAD MOST APPOINTMENTS SCHEDULED. POWER FILLED IN ADMIRABLY. POST RECOMMENDS STRONGLY THAT COMMERCE TAKE ACTION TO AVOID FUTURE COMMUNICATIONS PROBLEMS SUCH AS PLAGUED THIS MISSION. INITIAL TWO CABLES UNCLASSIFIED

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NOTIFYING POST OF MISSION DATES AND COMPOSITION WERE BOTH RECEIVED THREE TO FOUR WEEKS AFTER THEY EVIDENTLY WERE DRAFTED. CABLE REQUESTING CHANGE OF HOTEL WAS RECEIVED A WEEK AFTER DRAFTING AND TWO DAYS BEFORE ARRIVAL OF MISSION. FINAL CABLE WITH INSTRUCTIONS REGARDING TRANSPORTATION WAS RECEIVED THE DAY AFTER MISSION'S DEPARTURE. DESPITE THESE PROBLEMS, OUTSTANDING WORK BY MISSION SECRETARIES PRODUCED FULL APPOINTMENT SCHEDULES WITHIN RECORD TIME.

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